

# THE TERRY Penfiller

## SALES DEMONSTRATION DATA

### SUPPLEMENT "A"

The following information will give you a better understanding of demonstrating the Terry Penfiller. To demonstrate the Penfiller in calling on the trade it is more practical to use water. The Terry Penfiller is spill proof "momentarily." It is not leak proof if shaken very much or left on its side or upside down for a length of time.

(It would be easy to make the Penfiller leak-proof. It could be sealed like a fruit jar but there would then be no atmospheric pressure and consequently the filler would not work.)

When demonstrating the spill proof feature, fluid accumulates between the adaptor and the bottle. In time this will cause leakage. After demonstrating that it is momentarily spill proof, it is advisable to remove the filler unit and wipe away surplus fluid from the threads of bottle and adaptor. Then, reassemble.

The reason it will leak if kept turned over is because there is an air vent that permits the egress of air when the diaphragm is pushed down by the pen. On the upstroke, when the filler diaphragm returns to normal position it creates a vacuum in the pen. Atmospheric pressure then forces the air back in through the air vent against the fluid and naturally the fluid has to fill the vacuum created in the pen. (By removing the outside case and putting the filler unit on the bottle alone, you can demonstrate this action and see the air being forced out when you press down.)

Penfiller leakage in addition to that explained in above paragraphs is also caused by:

1. Too much ink in the bottle. See direction sheets.
2. Putting the pen in on a slant i.e., not properly seating it in a vertical position.
3. Hitting the lip of the soft rubber diaphragm a glancing blow when you insert the pen.
4. A cracked pen shank or a dented shank which prevents a perfect seal.

### SACLESS TYPE PENS

Vacuum Type Pens (with air tube vent in barrel) such as the new Parker, new Waterman and Wahl, (semi-sac, etc.) take three or four quick, vigorous strokes with a momentary pause between each one, to completely fill with the Terry Penfiller. The Penfiller usually fills this type pen more completely than the pen's own mechanism. Penfiller owners, however, do not have to wait until the pen is completely empty. As it begins to empty, one stroke will refill it, "an incidental task," the ink is freshened, the nib is completely vacuum cleaned, and the pen is kept in perfect writing condition.

When a fountain pen is partially empty, the heat of the hand expands the air and causes excessive flow of ink. The smaller the air space the better they function. The Terry Penfiller makes the task of keeping them full a simple and most practical one, an important reason why all fountain pens be kept completely filled—the convenient way — the Terry Penfiller way.

### PISTON TYPE PENS

Piston type pens (without the air vent in barrel) such as the new Sheaffer, Wahl, Conklin, Moore, etc. Although the Terry Penfiller will not completely fill the piston or plunger type pen without the use of the pen's own mechanism, it will put a 15% to 20% load in with one stroke. To fill this type pen it is advisable to give them a single preliminary stroke in the Penfiller to flush the nib, and then use the pen's own mechanism to completely fill it. The Penfiller prevents the mess of "dunking," the danger of spilling and fully protects the penpoint from possible injury.

### EXTRA DATA

Note: In the case of sac pens having a sliding sleeve on the barrel, the barrel sleeve should be slipped along the barrel when filling with the Penfiller.

When the Penfiller bottle is empty there is practically no resistance and the pen is returned quickly to original position. When the ink supply is ample the pen is returned slowly. Try it both ways and see for yourself.

What sells the Terry Penfiller? A simple, one-minute demonstration. Even with a million dollars worth of advertising, you still have to show your prospect how it works. "How it works" sells it. The importance of demonstrating the Terry Penfiller cannot be over-emphasized. Put the Terry Penfiller in stock and it will stay there—demonstrate it and you enjoy the profit earnings it will bring you. One properly sold user will sell many others for you.

## THE TERRY AUTOMATIC PENFILLER INKWELL

### P R I C E   L I S T

Bakelite Standard - Ebony Black, Walnut, Mahogany	\$1.95 ea.
" Deluxe (Metal trim) " " " "	2.45 ea.
Plaskon Standard - Indian Red, Jade Green, Ivory	2.20 ea.
" Deluxe (Metal trim) " " " "	2.70 ea.
The Esquire - All metal streamlined model in English Bronze, Statuary Bronze, Polished Chrome and Satin Chrome finish	5.00 ea.

"Cut-Away" Demonstration Fountain Pens - Net .25 ea.

### D E A L E R   D I S C O U N T S

Less than 3 dozen	40%
3 doz. and less than 6 dozen	40-5%
6 doz. and less than 12 dozen	40-10%
12 doz. or over	40-15%

Terms - 2% for cash in 10 days, net 30 days

### C O N S U M E R S '   Q U A N T I T Y   D I S C O U N T S

Where Six (6) or more Terry Penfillers  
are sold at one time to one customer,  
the following discounts may be used:

Lots of $\frac{1}{2}$ dozen (6)	5%
Lots of 1 dozen (12)	10%
Lots of $\frac{1}{2}$ gross (72)	20%
Lots of 1 gross (144)	25%

### I M P R I N T I N G   P R I C E S

For "gift advertising", etc.

(Imprinting name and address on side of  
case in six-point, bold face type, on  
Standard Bakelite or Plaskon Models only.)

1 - 9	35¢	ea.
10 - 24	25¢	"
25 - 49	20¢	"
50 - 99	15¢	"
100 - 249	10¢	"
250 - 499	7½¢	"
500 and Over	5¢	"

# FILLING YOUR FOUNTAIN PEN *this way* WAS SUCH A *Nuisance!*



Uncorking an ink bottle  
always makes a mess.

You dip the pen too far—  
get ink on the pen grip.

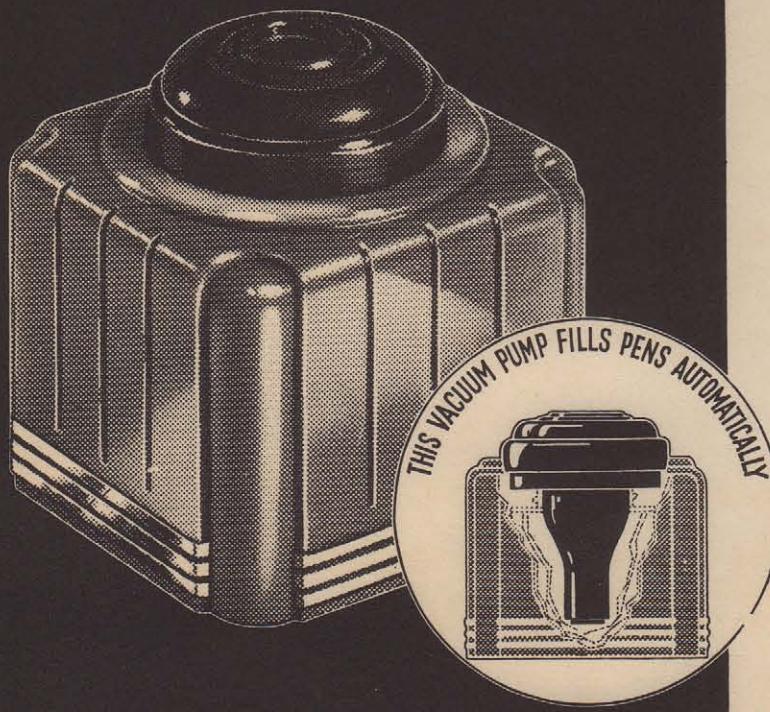
You must keep a clean-  
up rag or blotter handy.

You usually have to wash  
your hands after pen filling.

And you can so easily  
ruin valuable papers.

That's Why the Automatic Terry

**Penfiller**  
TRADE MARK  
was Invented



The Terry Penfiller fills fountain pens automatically. All you do is press the point of your pen into the opening. The Penfiller flushes out the old ink and refills your pen fuller than it has ever been before. It cleans the pen feed, makes the ink flow more freely, makes your pen a better writing instrument, and saves pen repair bills.

All this the Terry Penfiller does almost instantly! And the Penfiller is so attractive, you gladly keep it on your desk, always within easy reach. Whenever your pen runs dry, you simply reach out, press down . . . and go on writing again. You'll never do without the Terry Penfiller, once you've learned its convenience. Come in and try one today.

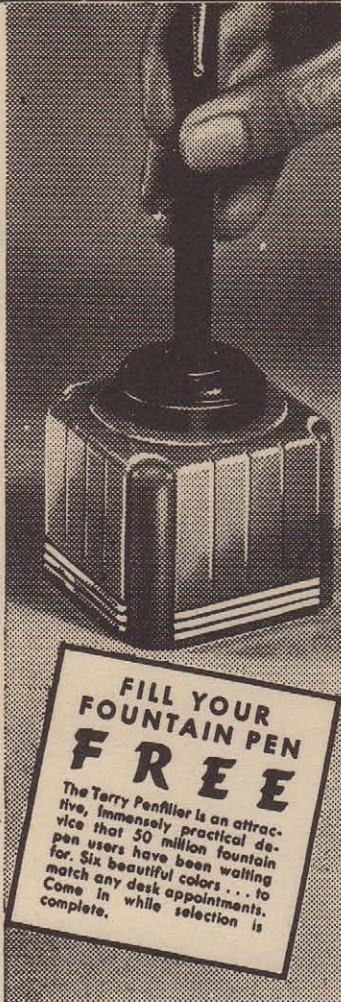
## DON'T FILL YOUR FOUNTAIN PEN

UNTIL YOU SEE THE  
**TERRY**  
**Penfiller**  
TRADE MARK

The amazing inkwell  
that fills fountain pens  
*Automatically*

Once you've seen the amazing ease, speed and cleanliness with which the Terry Penfiller fills your fountain pen, you'll never go back to the inefficient, hunt-the-bottle, pull-the-cork, ink-your-fingers method.

Not a smudge of ink anywhere; not a moment lost when your thoughts are flowing freely. Just reach out, press the pen point into Penfiller . . . and go on writing. You've never seen anything like it. The Terry Penfiller fills your fountain cleanly, instantly and automatically. And what it does in the way of cutting down pen repair bills and saving ink means you are losing money without it. Come in and demonstrate the Penfiller yourself.



**Say Goodbye**  
TO DIRTY, MUSSY,  
IRRITATING AND  
TIME-WASTING  
FOUNTAIN PEN  
FILLING

LET THE  
**TERRY**  
**Penfiller**  
FILL YOUR  
FOUNTAIN PEN  
*Automatically*



Don't put up with the old-fashioned way of filling fountain pens that wastes time, smears ink everywhere and spoils the day for you. Use the Terry Penfiller; it fills your fountain pen automatically . . . without mess . . . almost instantly. Simply press the pen's point into Penfiller . . . and go on writing! Besides, the Penfiller saves money. It flushes your pen clean every time you use it, prevents clogging, makes it write better, saves pen repair bills. Practically spill-proof, it keeps ink clean and prevents evaporation. In many colors, a beautiful addition to your desk. See the Penfiller today, fill your fountain pen free.

Kirkgasser-Drew, Inc., Advertising—Job No. B-6759  
Dealer Ad—2 columns x 80 lines—1937

Kirkgasser-Drew, Inc., Advertising  
Dealer Ad B-6758—1 col. x 100 lines—1937

## A ROMANCE OF INDUSTRY

Some years ago Mr. O. R. Terry, President of the Terry Penfiller Company and a supervising engineer in A. T. & T. Co., compiled a great deal of engineering data which he painstakingly wrote in ink, preparatory to having it typed. After weeks of arduous work he had the stack of carefully written data just about completed, when his fountain pen ran dry. In refilling it he had the misfortune to overturn the inkwell with his fountain pen. The ink saturated the papers and in one moment ruined weeks of careful endeavor.

What went on in his mind must have been pretty rough on the English language. One extreme begets the other. Out of the chaos of despair came the development of the Terry Penfiller--a dedication to man's relief from such a painful and distressing experience. So, today the Terry Penfiller makes what was an annoyance a mere incident--a pleasurable experience--and brings to pass that which has always been claimed for but never fully accomplished by the fountain pen.

What is progress? It is all that which contributes to comfort and human happiness. How many letters which should have been written to bring solace to mother, father, brother, sister, a good friend--just a few words to let them know you were thinking of them--alas, were neglected? Why? Because the fountain pen ran dry. How many written tasks were put off until too late? How much should have been done that wasn't, because of the annoyance of filling the pen?

Social dictum decrees ink, mess or no mess. Terry Penfiller decrees the joy of complying with social dictum without mess. It makes staid conventions delightful and brings gladness to aching hearts as one has no excuse to put off long deferred letters.

So, the Terry Penfiller fulfills its mission in life, changes despair into joy, annoyance into pleasure, a task into a mere incident, and contributes to progress. TRULY  
A ROMANCE OF INDUSTRY!

WE SPREAD TO PROTECT

CORPORATION  
PARTNERSHIP  
PERSONAL  
ANNUITIES

The Northwestern Mutual Life  
Insurance Company

OF MILWAUKEE, WISCONSIN

A CONTRACT  
FOR EVERY NEED

SPENCER C. FISH, SPECIAL AGENT

TENTH FLOOR, CALIFORNIA BLDG.  
1736 FRANKLIN STREET

TELEPHONE LAKESIDE 4600

OAKLAND, CALIF., August 23, 1937

Terry Pen-filler Company  
Jamesville, Wisconsin

Gentlemen:

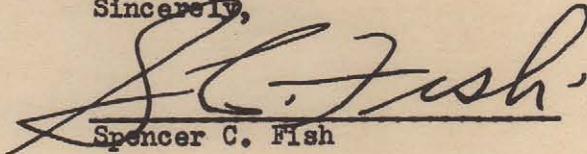
A few days ago I purchased a Terry Pen-filler from Smith Brothers of this city.

Without any solicitation from your company, I am pleased to inform you that after using the Terry Pen-filler for one week, it has proven to my entire satisfaction.

Now I am able to fill my sac pens and sacless type vacuumatics without any muss or fuss -- no more dirty ink bottles or bobber float ink wells for me.

I remain,

Sincerely,

  
Spencer C. Fish

SCF:mh

# NATIONAL PROFESSIONAL BUREAU

SUITE 426 OCHSNER BUILDING

SACRAMENTO, CALIFORNIA

TELEPHONES MAIN 1870-1871-1872



BONDED LICENTIATE OF  
THE STATE OF CALIFORNIA

SPECIALISTS  
IN THE ECONOMICAL COLLECTION  
OF DELINQUENT ACCOUNTS

**COLLEXPERTS**

LEW SHOEMAKER  
EXECUTIVE OWNER

August 25, 1937

Terry Penfiller Company  
Jamesville, Wisconsin

Gentlemen:

After using your Terry Penfillers throughout our offices for the past six months, we are pleased to inform you that they have met with our entire satisfaction.

We have discarded our old bobber float type ink wells, and are using the Terry Penfillers exclusively.

Very truly yours,

NATIONAL PROFESSIONAL BUREAU

*E. De Vecchio*  
Manager

DeV:E



AFFILIATIONS  
COMMERCIAL LAW LEAGUE  
OF AMERICA  
CALIFORNIA ASSOCIATION  
OF COLLECTION AGENCIES  
PACIFIC COAST ASSOCIATION  
OF COLLECTION AGENCIES  
COLLECTION AGENCIES  
ASSOCIATION OF WASHINGTON

"NOVEL---PRACTICAL---APPEALING---EXCELLENT---NO COMPLAINTS  
NO RETURNS---FINEST INKWELL---FAVORABLE REACTION---REAL MARKET."

BANK AND OFFICE STATIONERY COMPANY  
Indianapolis, Ind.

"We have done very well with the Terry Penfiller and so far have had no complaints in any way."

Geo. Davis, Sec'ty

KEystone STATIONERY CO.

Camden, N. J.

"An excellent product!"

C. Schofield

BIXBY OFFICE APPLIANCE COMPANY  
Grand Rapids, Mich.

"We found the Terry Penfiller an excellent item and we feel that it has a real market."

Floyd Mayo.

THE MAY COMPANY  
Los Angeles, Calif.

"I am very much sold on the Terry Penfiller, which I believe is the finest inkwell I have ever seen."

L. Goldwater, Buyer.

THE BERNSTEIN CO., Ltd.  
Los Angeles, Calif.

"We really haven't had any comments from the trade on any Terry Penfillers we sold, but neither have we received any returns, so evidently they have proven satisfactory."

S. A. Bernstein.

BUSINESS EQUIPMENT CO.  
Peoria, Ill.

"Your penfiller is surely a novel item, and very practical as well."

Miles C. Fuller

H. M. CLARK OFFICE SUPPLY CO.  
Phoenix, Ariz.

"We found them satisfactory where placed.

D. R. J.

MacTAGGART-HOFFMAN CO.  
Port Huron, Mich.

"You have appractical item, something that everybody could use. \*\*\*\* It certainly has an appeal to everyone who uses a pen or doesn't."

Jack Dudd.

LEONARD AND COMPANY  
Detroit, Mich.

"Every member of our sales organization is sold one hundred per cent on the utility of the Terry Penfiller."

H. R. McCleary.

THE BROOKS COMPANY  
Cleveland, Ohio

"While we have quantities of items to sell - we are nevertheless giving the Terry Penfillers a prominent position in our sales."

B. E. Trautman, Sales Manager

ELDRED COMPANY  
Lorain, Ohio

"We have found a very favorable reaction to the Terry Penfiller from the better class of trade."

Arthur C. Eldred.

M. De BEAULIEU  
WHITTIER, CALIF.

Enclosed you will please find another order for Terry Penfillers.

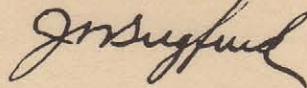
We are pleased to say that you have a very good fountain pen filler and it is selling very well with us--especially when our salesman takes it out and makes a demonstration.

A good demonstration plays a very important part in the selling of your fillers.

M. De Beaulieu

In answer to your letter of June 21  
the Terry Penfiller is a very good item, if  
left on trial for a few days, nine times out  
of ten they are sold.

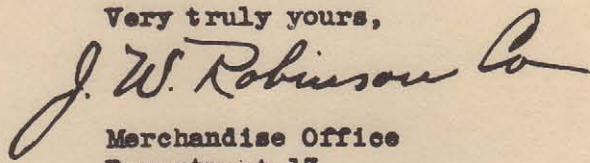
The Office Outfitters



Customers who have purchased this item  
from us apparently are well satisfied  
with it.

We recently ran a small ad which brought  
us fairly good results, also, and we be-  
lieve that in the fall this will be an  
excellent item for gift promotion.

Very truly yours,



Merchandise Office  
Department 13

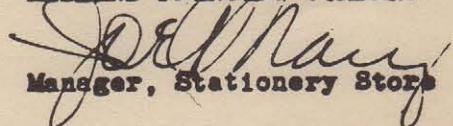
WJA/W

In reply to your very kind letter of June 14, we  
wish to advise that we have sold some five or six  
dozen of your penfillers, and so far, we have not had  
a solitary complaint on any of these penfillers.

It is our opinion that they are meeting quite satis-  
factorily the demand for such merchandise.

Very truly yours

MIDLAND PRINTING COMPANY

  
Manager, Stationery Store

JPN/t

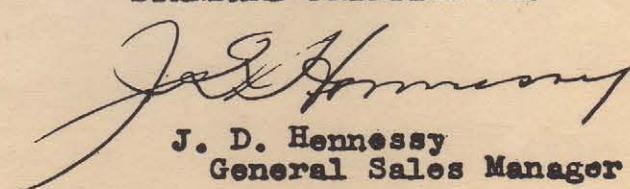
We are very glad to advise that our experience in  
selling Terry Penfillers has been very satisfactory.

We have turned a much better volume than we  
anticipated and have not had a single unit returned.

We are sure that you can look forward to continued  
success.

Yours very truly,  
STANDARD PRINTING CO.

JDH&AP

  
J. D. Hennessy  
General Sales Manager

You have the best article on the market and everyone is interested. You will sell thousands when it is better known. I have one on my desk and you could not buy it for one hundred dollars if I could not get another.

Yours truly,

*L.J. Gaspar*

It may interest you to know that in our store the other day I had occasion to prove by actual test that the TERRY PENFILLER filled fountain pens better than the fountain pens filled themselves.

In answer to your inquiry regarding the need for some fountain pen filler that really does work, I am glad to personally recommend the new TERRY PENFILLER.

Yours very truly,

MILLER DAVIS COMPANY

VI:ebc

*V. J. Geary*

CITY SALES MANAGER

The "penfiller" which we purchased from you some months ago is working to our entire satisfaction, and wish to now order two additional ones.

Gates Pipe & Investment Co., Inc.

By *O.B. Gates* pres-Treas.  
O. B. Gates.

P. O. Box 400  
Hillsboro, Oregon.

We are glad to give you our experience in selling Terry Penfillers as requested in your letter of the 14th. We have several of our salesmen who are doing a very good job selling penfillers, fact is one of our men is doing a very nice job of it and so far we haven't had any kick backs on its performance and on the whole we would say it is a very desirable item from a selling standpoint.

We are indeed glad to know that you are planning on an extensive selling campaign and this should assist materially in increasing its sale.

Yours very truly,

PETERSON LITHOGRAPH & PRINTING CO.

JF:BH

*John Ford Jr.*  
John Ford, Jr., Secy.

Now I am able to fill my sac pens and sacless type vacuumatics without any muss or fuss -- no more dirty ink bottles or bobber float ink wells for me.

I remain,

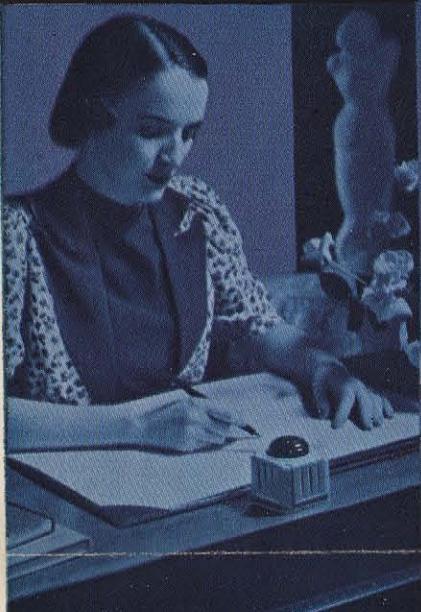
Sincerely,

*S.C. Fish*  
Spencer C. Fish

Northwestern Mutual Life Insurance Co., Oakland, Calif.

# GOOD NEWS FOR 50,000,000 FOUNTAIN PEN USERS

You will never again have to hunt for ink. Unlike the old fashioned, ugly ink bottle that everyone hides, the Terry Penfiller is an evaporation-proof, corkless ink container that is so good looking you are proud to keep it on your desk ready for instant use.

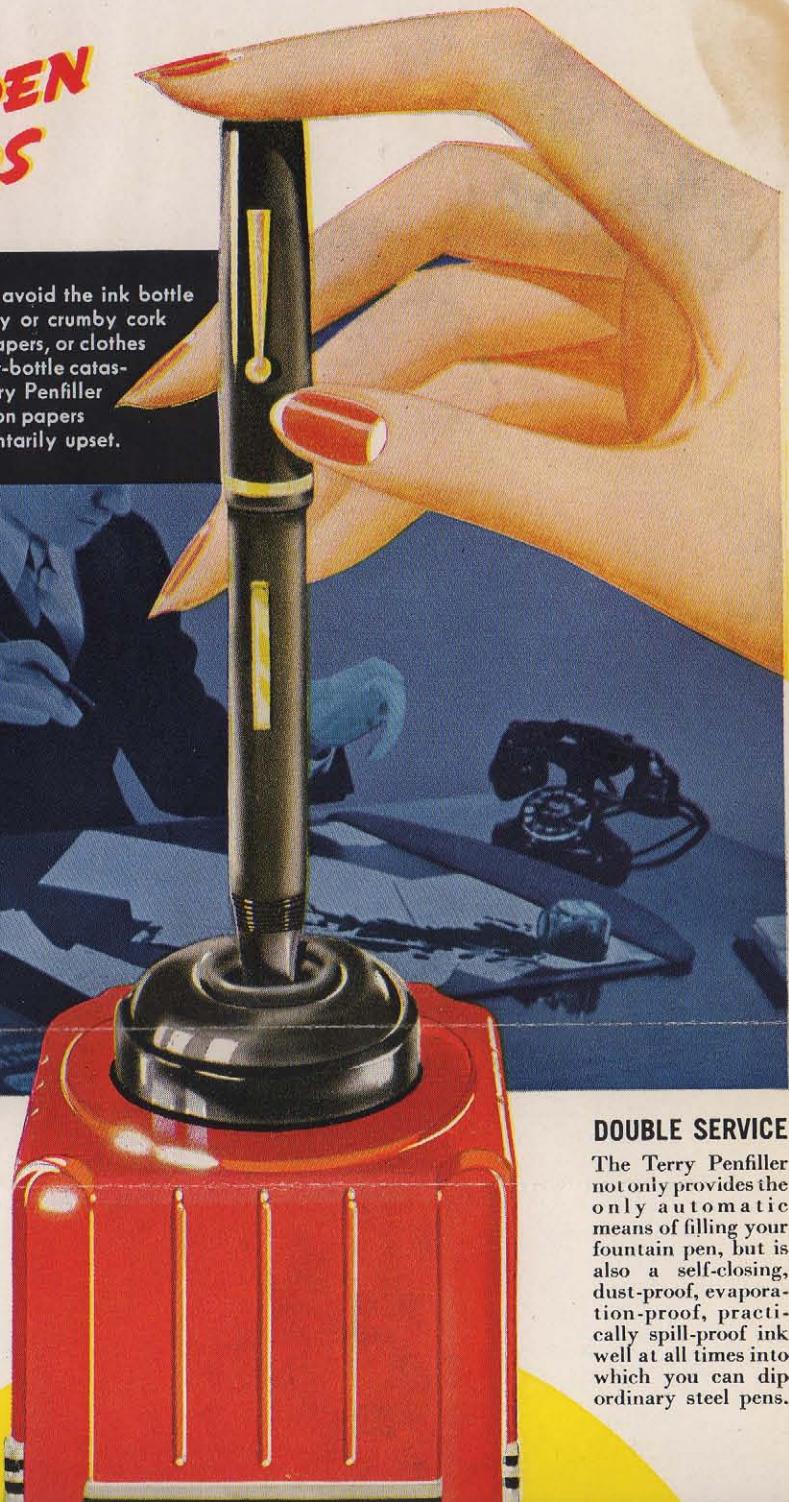
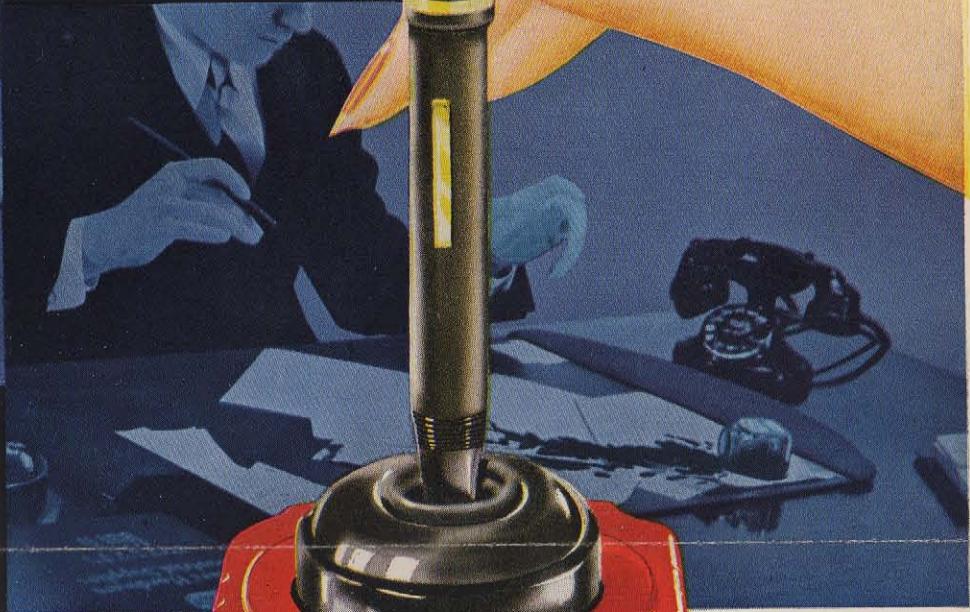


There is no "cleaning up" after filling your fountain pen this modern way. The Terry Penfiller puts ink *in* your pen not *on* it. Ink *cannot* rise above the pen point. No "dunking" . . . no dirty rags or blotters needed . . . no time-out for washing hands after fountain pen filling.

## The Mess and Bother of Fountain Pen Filling are Ended

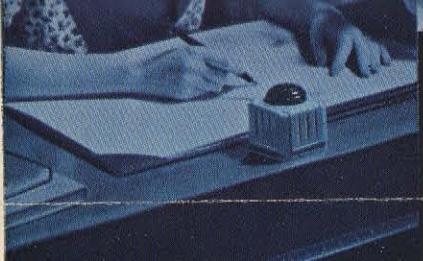
You will hardly believe your own eyes when you see how quickly, easily, simply the Terry Penfiller puts an end to the mess and bother of fountain pen filling. When your pen runs dry you merely reach out, press it into a Terry Penfiller and

You completely avoid the ink bottle mess . . . no inky or crumby cork to soil fingers, papers, or clothes . . . no more upset-bottle catastrophes. The Terry Penfiller will not spill ink on papers or desk if momentarily upset.



### DOUBLE SERVICE

The Terry Penfiller not only provides the only automatic means of filling your fountain pen, but is also a self-closing, dust-proof, evaporation-proof, practically spill-proof ink well at all times into which you can dip ordinary steel pens.



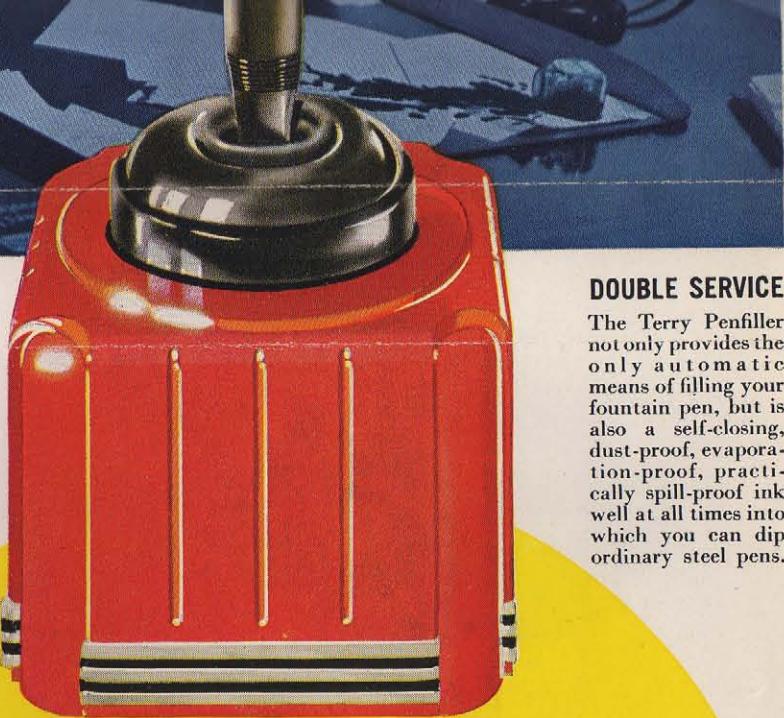
There is no "cleaning up" after filling your fountain pen this modern way. The Terry Penfiller puts ink *in* your pen not *on* it. Ink *cannot* rise above the pen point. No "dunking" . . . no dirty rags or blotters needed . . . no time-out for washing hands after fountain pen filling.

## The Mess and Bother of Fountain Pen Filling are Ended

You will hardly believe your own eyes when you see how quickly, easily, simply the Terry Penfiller puts an end to the mess and bother of fountain pen filling. When your pen runs dry you merely reach out, press it into a Terry Penfiller and in less than 5 seconds it is fully refilled *automatically* . . . *automatically*, because you do not even touch the filling device built into your fountain pen. The Terry Penfiller does the whole job and does it so quickly and easily that you can now refill your fountain pen in the middle of writing a sentence without interrupting your thoughts.

The Terry Penfiller not only turns fountain pen filling from a messy task into a mere incident, but it keeps your fountain pen a better writing instrument. A powerful suction within this modern magic inkwell flushes (actually vacuum cleans) the ink passages in your pen every time you fill it. And, because the delicate writing point of your pen is held suspended in a Terry Penfiller, it cannot be bent or damaged as so often happens in filling from a bottle.

The Terry Penfiller is the final step in making the modern fountain pen a wholly reliable, trouble-free convenience. Use a Terry Penfiller for 10 days and you would never think of being without one. Ideal for every home. Indispensable in any office. A perfect gift for man, woman or child. Offered in six attractive colors in Bakelite and Plaskon as illustrated. Also comes in a metal, streamlined model in English Bronze, Statuary Bronze, Satin Chrome or Polished Chrome finish. Priced at a little more than an ordinary inkwell from \$1.95 and up. Ask for a demonstration.



### DOUBLE SERVICE

The Terry Penfiller not only provides the only automatic means of filling your fountain pen, but is also a self-closing, dust-proof, evaporation-proof, practically spill-proof ink well at all times into which you can dip ordinary steel pens.



T E R R Y   P E N F I L L E R   C O M P A N Y

Janesville, Wis.